

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 01379 01 OF 02 140941Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----140950Z 021248 /20
R 140840Z MAR 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2825

UNCLAS SECTION 1 OF 2 TAIPEI 1379

FOR: BIC/OED/EID

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: VSMF QUARTERLY REPORTS

REF: A) 76 USDOC 6924 B) 76 TAIPEI4615 C) 76 TAIPEI 6489
D) USDOC 4091 E) USDOC OM DATED 1/25/77 F) TAIPEI 1071
G) 76 TAIPEI 7717

1. THIRD QUARTER VSMF REPORT SENT BY TAIPEI 7717 NOVEMBER 19,
1976. FOURTH QUARTER REPORT SENT BY TAIPEI 1071 FEBRUARY 28, 1977.

2. FOLLOWING IS TEXT OF THIRD QUARTER REPORT:

THE FOLLOWING IS AN EVALUATION OF THE EFFECTIVENESS OF
VSMF BASED ON VSMF TEST PLAN AS REQUESTED IN REFTEL (A):

- A. 1) REFER TO REFTEL (B), ITEM D).
2) THE COMMERCIAL LIBRARIAN IS IN CHARGE OF THE VSMF
SYSTEM. IN HER ABSENCE, A COMMERCIAL SPECIALIST
AND A TRADE PROMOTION SPECIALIST OF USTC ARE ALSO
ABLE TO FILL IN FOR HER.
3) REFER TO REFTEL (B) AND (C).
4) AMONG THE SIX PRODUCT FILES PRESENTLY IN OUR
INSTALLATION, FIVE ARE BELIEVED TO BE APPROPRIATE

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 01379 01 OF 02 140941Z

FOR TAIWAN MARKET. THE SIXTH FILE, TRANSPORTATION
AND MATERIAL HANDLING SERVICE, WHICH WAS RECEIVED
ON SEPT. 9, 1976 WAS FOUND TO BE ALMOST IDENTICAL
TO THE DOCUMENTATION SERVICE FILE, WHICH IS
ALREADY IN POST'S INSTALLATION. POST HAS REPORTED
THIS MATTER TO COMMERCE IN REFTEL (C) WITH NO
RESPONSE FROM COMMERCE TO DATE.

- B. 1) DURING THE 62 WORK-DAY PERIOD FROM JULY 1 TO SEPT. 30, 1976, A TOTAL OF 124 VISITORS USED THE VSMF. IN ADDITION, 612 PRINTS WERE MADE FROM THE SYSTEM. THE BREAKDOWN OF THE NUMBER OF USERS PER MONTH IS JULY - 43, AUG. - 36, SEPT. - 45.
- 2) THE BREAKDOWN BY TYPE OF USER IS LOCAL BUSINESSMEN - 77 PERCENT, FOREIGN SERVICE LOCAL PERSONNEL - 16 PERCENT, CHINESE MILITARY - 4 PERCENT, U.S. BUSINESSMEN - 3 PERCENT.
- 3) THE BREAKDOWN OF UTILIZATION OF OUR FIVE FILES (EXCEPT TRANSPORTATION & MATERIAL HANDLING SERVICE) IS AS FOLLOWS: PLANT ENGINEERING SERVICE - 41 PERCENT, DOCUMENTATION SERVICE - 30 PERCENT, DESIGN ENGINEERING SERVICE - 16 PERCENT, BUILDING PRODUCTS FILE - 12 PERCENT, AND MARINE ENGINEERING SERVICE - 1 PERCENT.
- 4) THE PRODUCT CATEGORIES MOST FREQUENTLY REQUESTED AND THEIR SIC CLASSIFICATIONS ARE AS FOLLOWS: HIGH PURITY GRADE CHEMICALS, INORGANIC - 2819; ELEVATOR, PASSENGER - 3534; CHEMICAL LABORATORY APPARATUS - 3811; MACHINE TOOLS, METAL CUTTING/FORMING TYPE - 3541/2; ELECTRIC GENERATOR SETS - 3621; ANALYZER, INDUSTRIAL PROCESS TYPE - 3823; POWER SUPPLY SYSTEM - 3621; ELECTRONIC SCALES - 357601/2; BATTERY TESTERS - 3825; MICROFILM EQUIPMENT - 38614; INDUSTRIAL PROCESS INSTRUMENTS - 3823; MICROMETER - 3545265; ETC.

C. 1) THE VSMF WAS PUBLICIZED THROUGHOUT THIS QUARTER
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TAIPEI 01379 01 OF 02 140941Z

IN EVERY ISSUE OF THE EMBASSY'S COMMERCIAL NEWSLETTER, WHICH IS CIRCULATED TO 3,000 LOCAL FIRMS.

- 2) IN 1975, POST SENT DIRECT MAILING TO CHINESE GOVERNMENT AGENCIES, ENTERPRISES, PURCHASING AGENTS, SPECIAL PROJECT SPONSORS AND TRADE ASSOCIATIONS TO PROMOTE THE USE OF VSMF. IN MAY, A SEMINAR WAS HELD, AND 45 KEY PERSONNEL ATTENDED THE SEMINAR. DURING THIS QUARTER, NO DIRECT MAIL WAS SENT.
- 3) FOR INFORMATION ON THE USE OF VSMF DURING TC SHOWS, PLEASE REFER TO REFTEL (B), ITEM G). DURING THIS QUARTER, NO TC OFF-SITE EXHIBITION WAS HELD, BUT POST USED VSMF IN COMBINATION WITH TC'S NEW CTR PROGRAM ON MACHINE TOOLS IN OCT. 1976. DETAILS WILL BE INCLUDED IN OUR NEXT QUARTERLY REPORT. POST IS ALSO PREPARING TO MOVE THE SYSTEM TO TC'S NEXT OFF-SITE EXHIBITION DOCKSIDE & SHIPBOARD EQUIPMENT DOWN ISLAND IN KAOHSIUNG, FEB. 1977.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 TAIPEI 01379 02 OF 02 140948Z
ACTION EA-09

INFO OCT-01 EB-08 ISO-00 /018 W
-----140950Z 021255 /10

R 140840Z MAR 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2826

UNCLAS SECTION 2 OF 2 TAIPEI 1379

4) THE RESULTS OF OUR PROMOTION TOGETHER WITH IHS'S LOCAL AGENT ARE AS FOLLOWS: A LOCAL GOVERNMENT ENTERPRISE CHINA SHIPBUILDING CORP. HAS RENTED VSMF MARINE ENGINEERING SERVICE; SAMPO CORP., ONE OF THE LARGEST MANUFACTURERS OF ELECTRICAL AND ELECTRONIC PRODUCTS IN TAIWAN, HAS RENTED JAPANESE EDITION OF VSMF FROM IHS. CHUNG SHAN INSTITUTE OF SCIENCE & TECHNOLOGY, A RESEARCH ORGANIZATION FOR THE CHINESE MILITARY, IS EXPECTED TO RENT VSMF DESIGN ENGINEERING SERVICE, DOCUMENTATION SERVICE AND DISTRIBUTOR FILE IN THE NEAR FUTURE. TATUNG CO., ANOTHER LARGE MANUFACTURER OF ELECTRICAL AND ELECTRONIC PRODUCTS, AND TWO ADDITIONAL GOVERNMENT ENTERPRISES, CHINESE PETROLEUM COMPANY AND CHINA STEEL CORP., ARE CONSIDERING BUYING THE VSMF SYSTEM.

D. 1) ABOUT 20 PERCENT OF THE USERS THOUGHT THE SYSTEM WAS EXCELLENT, AND 30 PERCENT GOOD. NEGATIVE COMMENTS ON THE VSMF CENTERED ON (1) SOME PRODUCTS LISTED IN THE DESIGN ENGINEERING SERVICE INDEX HAVE NO OR FEW MANUFACTURERS INCLUDED IN THE MICROFILM, (2) PRODUCT CLASSIFICATION IN THE OTHER 5 FILES ARE NOT SOPHISTICATED ENOUGH, ESPECIALLY WHEN COMPARED WITH THOMAS REGISTER, RESULTING IN THE USERS SPENDING HOURS IN CHANGING CARTRIDGES AND

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 01379 02 OF 02 140948Z

SEARCHING THROUGH HUNDREDS OF FRAMES IN ORDER TO FIND THE EXACT PRODUCT CATALOGS THEY NEED.

2) REFER TO REFTEL (B), ITEM H).

3) REFER TO REFTEL (B) AND (C).

4) EXAMPLE OF SPECIFIC EXPORT SALES ATTRIBUTED TO VSMF DURING THIS QUARTER IS AS FOLLOWS: A LOCAL COMPANY BANIN ENTERPRISE CO., LTD. PURCHASED HIGH PURITY CHEMICALS AND METALS VALUED AT US\$2,000 - 3,000 FROM ELECTRONIC SPACE PRODUCTS, INC. ANOTHER ORDER VALUED AT US\$2,000 FROM THE SAME COMPANY IS EXPECTED.

5) MORE THAN 65 PERCENT OF U.S. FIRMS ATTENDING TCC SHOWS ARE INCLUDED IN VSMF. SOME OF THESE FIRMS MAKE PRINTS FROM VSMF ON CATALOGS OF OTHER PRODUCTS WHICH ARE NOT EXHIBITED IN TC SHOWS TO PROMOTE EXPORTS.

6) U.S. BUSINESSMEN, ESPECIALLY THOSE PARTICIPATING IN TC SHOWS, ARE VERY SATISFIED WITH VSMF AS MENTIONED ABOVE.

3. FOLLOWING IS TEXT OF FOURTH QUARTER REPORT:

1. POST SUBMITTED THIRD QUARTER VSMF EVALUATION REPORT ON NOV. 19, 1976 VIA TAIPEI 7717.

2. DURING FOURTH QUARTER, A TOTAL OF 142 PERSONS USED VSMF FOR AN AVERAGE OF 2.51 USERS PER DAY. A TOTAL OF 697 PRINTS WERE MADE DURING THIS PERIOD FOR AN AVERAGE OF 11.8 PRINTS PER DAY. PRODUCT CATEGORIES MOST FREQUENTLY SEARCHED WERE PAPER COATING, COMPUTER AND PERIPHERALS, HOSPITAL EQUIPMENT, WASTE WATER TREATMENT EQUIPMENT, AND FLEXIBLE PIPES. TO DATE, NO RESULTS OF SALES HAVE BEEN REPORTED. NO OTHER SIGNIFICANT DEVELOPMENTS OCCURRED DURING THIS QUARTER.

3. POST STILL AWAITING RESPONSE RE STATUS OF VSMF TRANSPORTATION FILE AS OUTLINED IN TAIPEI 6489.

UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI01379
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770086-0942
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770361/aaaacbuc.tel
Line Count: 204
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 87417bb8-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TAIPEI 4615, 76 TAIPEI 6489
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3113712
Secure: OPEN
Status: NATIVE
Subject: VSMF QUARTERLY REPORTS
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/87417bb8-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009